



RICK SNYDER
GOVERNOR

JAMES K. HAVEMAN
DIRECTOR

RE: New WIC Food Guide and Infant Foods Insert
Revised WIC Minimum Stock Requirements

The Michigan WIC Program previously notified you of upcoming changes to the list of WIC approved foods. Effective October 15, 2013, the new name for the list will be the Michigan WIC Food Guide which will be printed in booklet form. The purpose of this letter is to outline the specific changes to each category of WIC approved foods. Enclosed is a supply of the new WIC Food Guide, Infant Foods insert and a copy of the revised WIC Vendor Minimum Stock Requirements document for each of your authorized outlets.

Added as WIC approved: Simple Truth Old Fashioned Rolled Oats (Kroger)

Added as WIC approved:

- Aunt Millies Healthy Goodness 100% Whole Wheat
- Bimbo Bread 100% Whole Wheat
- Family Choice 100% Whole Wheat
- Kroger 100% Whole Wheat
- Our Family 100% Whole Wheat
- Pepperidge Farm Light Style Soft Wheat
- Roman Meal Sungrain 100% Whole Wheat
- Shurfresh 100% Whole Wheat
- Soft and Good 100% Whole Wheat
- Sterns Kosher 100% Whole Wheat
- Sunbeam 100% Whole Wheat
- Village Hearth 100% Whole Wheat

No longer WIC approved: Koeplinger's Lite 100% Whole Wheat

Added as WIC approved: Kroger 100% Whole Wheat Tortillas

No longer WIC approved: La Michoacana Corn Tortillas (18 count)
Pepito White Corn Tortillas (21 count)
Pepito Soft Taco Size Whole Wheat Flour Tortillas (11 count)

Cereal

The cereal section of the new Michigan WIC Food Guide is now divided into two sections: WIC approved cereals in 12 oz packages or larger, and those in 16 oz packages or larger. Specific cereal changes are summarized below:

Cold Cereals

Added as WIC approved: General Mills Corn Chex – 12 oz or larger
General Mills Dora the Explorer – 16 oz or larger
Kellogg's Scooby-Doo! – 16 oz or larger
Malt-O-Meal Crispy Rice – 16 oz or larger
Malt-O-Meal Mini Spooners Blueberry – 16 oz or larger
Malt-O-Meal Oat Blenders with Honey – 16 oz or larger
Malt-O-Meal Oat Blenders with Honey & Almond – 16 oz or larger
Post Honey Bunches of Oats Fruit Blends Banana Blueberry – 16 oz or larger
Post Honey Bunches of Oats Fruit Blends Peach Raspberry – 16 oz or larger
Post Honey Bunches of Oats Tropical Blends Mango Coconut – 16 oz or larger
Quaker Oatmeal Squares Golden Maple – 12 oz or larger
Quaker Oatmeal Squares Honey Nut – 12 oz or larger
Essential Everyday (formerly Flavorite)
Kiggins (formerly Mornin' Gems and Rollin' Oats)

No longer WIC approved: Honey Kix
King Vitaman
Malt-O-Meal Chocolatey Frosted

Hot Cereals

Added as WIC approved: Better Oats Oat Revolution Instant Classic – 11 oz or larger
Cream of Rice – 11 oz or larger
Essential Everyday (formerly Flavorite) instant oatmeal – 11 oz or larger

Canned Beans

Added as WIC approved: Centrella
Essential Everyday (formerly Flavorite)
Goya
La Preferida
Shurfine
ValuTime

Peanut Butter

Added as WIC approved: Any store brand in 16-18 oz jar only
Smooth, creamy, crunchy, extra crunchy, chunky

To assist you in adjusting your peanut butter inventory to ensure WIC participant needs are met, WIC approved store brands will include:

Always Save	IGA	Our Family
Centrella	Kroger	Panner
Clear Value	Meijer	Peanut Delight
Essential Everyday	Shoppers Value	Valu Time
Great Value	Shurfine	Value Choice
Hy-Top	Spartan	Velvet

No longer WIC approved: National brands such as Jif or Reese's

Milk

No longer WIC approved: Goat milk

Soy Beverage

Added as WIC approved: 8th Continent Original – 32 oz (refrigerated)
8th Continent Vanilla – 32 oz (refrigerated)
Silk Original – 32 oz & 64 oz (refrigerated)
WestSoy Organic Plus Plain – 32 oz & 64 oz (shelf stable)
WestSoy Organic Plus Vanilla – 32 oz & 64 oz (shelf stable)

Cheese

No longer WIC approved: 8 oz cheese
Goat cheese

Eggs

No longer WIC approved: Small size eggs

Juice – 64 oz

Added as WIC approved: Any 64 oz store brand fruit or vegetable juice (must contain 100% juice and 120% Vitamin C)

No longer WIC approved: Everfresh Paradise Fruit Punch – 64 oz

Juice – 46 oz

No longer WIC approved: 46 oz cans and 46 oz plastic containers

Juice – Non-Frozen 11.5 oz Concentrate/11.5 oz & 12 oz Frozen Concentrate

Added as WIC approved: Dole frozen (any flavor)

No longer WIC approved: Juicy Juice non-frozen

Infant Cereal

Added as WIC approved: Any brand 8 oz or 16 oz box/container – barley, corn (newly added), oatmeal, mixed grain, multigrain, rice or whole wheat (previously only Beechnut, Gerber and Nature's Goodness were approved)

No longer WIC approved: Nature's Goodness brand (discontinued)

Infant Fruits & Vegetables

Added as WIC approved: Meijer Naturals – 4 oz glass jar
Beech-Nut Goya – 4 oz glass jar

No longer WIC approved: Nature's Goodness brand (discontinued)

Infant Meat

Added as WIC approved: Beech-Nut Goya – 4 oz glass jar beef & beef broth, chicken & chicken broth
Meijer Naturals – 4 oz glass jar beef with gravy, chicken with gravy, and
turkey with gravy

No longer WIC approved: Nature's Goodness brand (discontinued)

MINIMUM STOCK REQUIREMENTS:

Please note, national peanut butter brands, 8 oz cheese and 46 oz cans and plastic containers of juice are no longer WIC approved. Therefore, be sure your outlets do not count these products when confirming their compliance with the attached WIC Vendor Minimum Stock Requirements. Also, any "WIC Approved" shelf talkers must be removed under items that are no longer WIC approved.

Please be certain you share the above information with appropriate staff. If you have any questions regarding the changes listed above, please contact your Vendor Relations Analyst, Ed Dichoza, at 517-241-3598.

Thank you for your continued support in providing nutritious WIC approved foods to eligible women, infants and children.

Sincerely,



Mike Perrelli, Vendor Relations Unit Coordinator
WIC Vendor Management & Operations Section

Enclosures: New WIC Food Guides
Infant Foods Inserts
Revised WIC Vendor Minimum Stock Requirements document

Cc: Chain Coordinator
Chain Outlet File